

Robyn Angeli Saquin

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As a visual communicator and UX/UI designer with agency and startup experience, I bring product marketing and user-centric features to life for fast-growing digital platforms and SaaS apps.

RELEVANT WORK EXPERIENCE

Digital Designer | Decidr AI-Powered B2B SaaS Platform | April 2026 - Present

- Holds ownership over product marketing's visual language: developing and codifying the design system of two sub-brands, and maintaining brand quality and consistency across several platforms
- Develops the user experience on landing pages and the website, creating interface designs that prioritises successful completion of conversion journeys
- Builds digital assets that reduce cognitive load and empower user curiosity to meet target KPIs

Design Learning Mentor (Casual) | UNSW | Sep 2025 - Apr 2026

- Provided mentorship, guidance, and expert consultation primarily to Design students, supporting the development of advanced, cross-disciplinary design projects by providing direction and feedback
- Collaborated with faculty on the best ways to foster creative excellence and critical thinking.

Product Designer | Pendula AI-Powered B2B SaaS Platform | Feb - Oct 2025

- Created UX features and UI components to enhance platform functionality, resulting in reaching target KPIs: achieved 200M messages sent, increased user activity, 25% reduced customer complaints.
- Crafted product marketing, onboarding, and animated infographics with clear storytelling, leading to results: an increase of +25% response rate and +64% upsell, and a 50% decrease in support calls.
- Designed across end-to-end product cycle in an agile environment with cross-functional teams.
- Executed scalable innovations for brand evolution that remained grounded within brand guidelines.

Designer (Freelance) | Various Clients | Aug 2022 - Jan 2025

- Strategises and develops content, positioning, and direction for print, web, UI/UX, and interactive projects to launch campaigns across multiple touchpoints, ensuring wider visibility and reach.
- Builds new brands by leading founders on brand strategy and visual identity development, setting a clear direction. One client gained 3,000+ followers across multiple platforms in 6 months.

Digital Designer | Code & Theory Digital Agency | Jan 2021 - Jul 2022

- Launched a global B2B campaign in 10+ languages with Amazon Ads, adjusting with local market tastes, introducing innovations and ideas, and maintaining consistency with established branding.
- Built and launched websites with developers using Figma-built assets, adjusting within technical constraints and improving iterations based on user journey necessities.

Digital Designer | Skyrocket Studios Marketing Agency | Feb 2019 - Dec 2020

- Created cohesive multimedia campaigns spanning social media, branding, and digital ads for clients that include national chains and international brands, improving engagements 10x the prior rate.

EDUCATION

Master of Design (Experience Design and Visual Communication) | UNSW | Sept 2022 - Dec 2024

With excellence. Design head of graduation exhibit. Events co-lead and designer for student services. Certifications: Career Discovery Mentoring Program · 2023 Faculty Prize · Leadership Foundations

SKILLS

Figma · Adobe (Photoshop, Illustrator, InDesign, AfterEffects, Lightroom, XD) · Jitter · Jira · Lucidchart · Miro · Basic HTML/CSS · Product design · Component development · Design system development · Prototyping · UI/UX · User journeys · Brand systems · Graphic design · Illustration · Motion graphics

Strong written and verbal communication · Collaborative and proactive team contributor in sprints and workshops · Experienced with multitasking and workflow optimisation · Adaptable to new tools and systems · Adept at expanding on briefs to deliver thoughtful design outcomes · Detail-oriented with a focus on strategic, creative, and delightful user-centred design.